The Influence of Social Media Influencers and Brand Image on Purchase Intention of Flimty Products

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Abstract. This study aims to see the effect of social media influencers and brand image on the purchase intention of Flimty products. The independent variables applied are Social Media Influencer (X1) and Brand Image (X2), and the dependent variable applied is Purchase Intention (Y). This research uses quantitative methods. The questionnaire was distributed to 90 respondents through a google form which was shared with Instagram social media through one of its features, namely Instagram Ads. Researchers apply SPSS in processing data. The applied testing method is multiple linear regression, with the T test and F test as hypothesis testing methods. The results explain that Social media Influencers partially have a positive and significant effect on Purchase Intention of Flimty Products. Likewise, Brand Image when viewed separately can also have a positive and significant effect on Purchase Intention of Flimty Products. Simultaneously Social Media Influencers and Brand Image have a positive and significant effect on Purchase Intention for Flimty products.

Keywords: Social Media Influencer, Brand Image, Purchase Intention

1   Introduction

The development of information and communication technology has become a major change in business transformation and consumer behavior. Facts from the International Telecommunication Union Indonesia (2017)[1], Indonesia is a country with the 5th largest population of social media users in the world. Social media, as a communication and marketing channel in this era, has facilitated the way and ease of use to make purchase intention on a product or brand. In Kompas.id data, Indonesia is the country with the largest percentage compared to other countries that make purchases based on social media influencers, namely at 51.9%.

The application of social media tries to find consumer reviews and ratings about a product before making a purchase intention, the assessment of consumers or others when, for example, social media influencers are rated by new social media users. Social media influencers with positive reviews and by creating interesting and creative content increase consumer purchase intention, but not a few social media influencers who provide dishonest product reviews result in consumers being disappointed with their purchase intention.

From the events experienced, it encourages researchers to determine the factors that are taken into consideration before making a purchase intention. This factor requires the role of social media influencers and brand image. A business that utilizes this factor is Flimty, a lifestyle brand with fiber drinks and diet supplements. Flimty already had a good online presence on their own website and active social media accounts. However, Flimty realized that they could better leverage the power of social media influencers and their brand image to increase customer purchase intention for the product.

The effectiveness of Social Media Influencers in creating opinions and shaping the lifestyles of their followers creates a significant dynamic in Purchase Intention. This is the reason why in recent years Social Media Influencers have been able to carve their own popularity and quickly become highly effective marketing agents for companies. The existence of Social Media Influencers has a significant impact in building and maintaining relationships between companies and consumers. Through digital platforms, Social Media Influencers have the ability to generate more personalized and relevant content, providing a personal touch that is difficult to achieve through conventional marketing methods. The direct interaction between Social Media Influencers and their followers creates a sense of trust and closeness that supports the process of building a trusting relationship.

Not only that, Brand Image or brand image also occupies a central position in the marketing strategy within the company. Brand image not only includes visual and aesthetic aspects, but also reflects the values, character, and experiences associated with a product. In a world full of choices, consumers tend to choose products that not only fulfill their functional

needs, but also imply an identity and values that are in line with their views in making purchase intentions.

This makes researchers want to examine in more depth the influence of Social Media Influencers and Brand Image on Purchase Intention. Previous findings were conducted with the object of beauty and fashion products, but there has been no research specifically focusing on examining flimty products, namely fiber health drink products or dietary supplements. Therefore, to fill the gap and close the research gap, the researcher wants to study additionally through the title "The Effect of Social Media Influencers and Brand Image on Purchase Intention for Flimty Products".

Based on the description above, the conceptual framework in this study can be seen in Figure 1.1, namely:
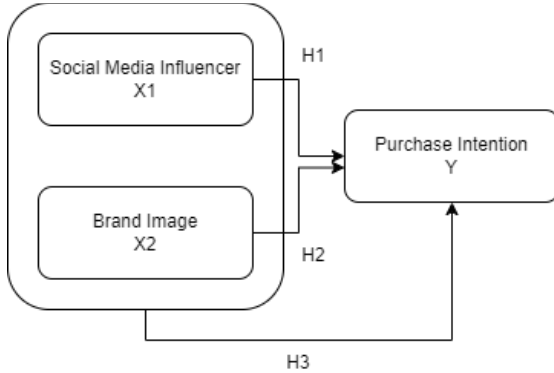

Figure 1.1 conceptual framework

Social Media Influencer Have a Positive Influence on Purchase Intention

Previous findings explain the positive influence of social media influencer on purchase intention[2]. This also supported that social media influencer can signicantly affect the purchase intention[3]. According to the results and theory of previous findings, it underlies the researchers made the first hypothesis that :

H1 : Social media influencer positively influence purchase intention flimty product

Brand Image Have a Positive Influence on Purchase Intention

Previous findings that brand image variable had a significant positive influence on purchase intention[4]. Likewise findings that brand image significantly influence purchase intention[2]. From that theory and previous findings underline research in formulating the second hypothesis :

H2 : Brand image positevly influence purchase intention flimty product

Social Media Influencer and Brand Image Have a Positive Influence on Purchase Intention

Previous findings that social media influencer and brand image have a positive influence on purchase intention[5]. From that underline research in formulating the third hypothesis :

H3 : Social media influencer and brand image positively influence purchase intention flimty product

2   Literature Review

2.1   Social Media Influencer

Influencer, created through the addition of the suffix "er" to "influence", has an effect and refers to a person who has a significant impact on social media users[6]. Businesses have become more willing to advertise on social media after the advent of various platforms.

However, advertising on social media through influencers is a new event. defines influence as "A third party who significantly shapes the customer's purchasing decision, but may never be accountable for it."[7]

Consumers who are interested in a field can interact with influencers to find out the latest trends and news, influencers can be used as a trusted, large, and involved community center in attracting the interest of appropriate brand marketers, and must be in touch with them.[8]

Indicators of the level of customer trust in social media influencers are grouped as below[9]
1. Attractiveness
Similarity, liking and familiarity are three important components of attraction. If the communicator finds that the two are similar, the communicator is attracted to the communicant. Brands with endorsements from top artists can create the impression that they are valuable, while brands offered from top artists can create the impression that they are attractive.
2. Expertise
Expertise is defined as the communicator's knowledge, ability and experience. Expertise is a subjective rather than objective event. Rather than other public figures having no skills, creative public figures are considered to have a great influence on the public in sharing these views.
3. Trustworthiness
Reliable means honest and straightforward, helping the communicator gain consumer trust. How sincere and honest the communicator can be depends on how the audience understands the source's purpose.

2.2   Brand Image

Brand image is created by perceptions, judgments, views, and beliefs that are owned and embedded in the minds of consumers towards a particular brand when they buy goods. Brand image is often the first consideration of customers before looking at other factors, such as price, quality, and the benefits offered by the product[10].

Brand image has beliefs and perceptions about brands, which are reflected in their associations. Added by researchers, Brands can strengthen self-image and one's view on usage[11].

Brand image has 3 indicators[12]:
1. Favorability of brand association
Product excellence, or its superiority over the competition, is the component that creates brand image. One example is Oliver Footwear, which is the largest footwear manufacturer in Australia. Their products are tall boots for firefighters and combatants, which were created in the 1990s and are now the best boot models in Australia. The advantages of their boots are their outstanding model and comfort when used. Because of its superior quality (comfort and style) and distinctive features, it attracts the attention of young people, businessmen and women.
2. Strength of brand association
In the 1990s, Shangri-la Hotel, a five-star hotel, was able to show itself to be a quality hotel brand in the region by using communication strategies through advertising. Advertising through the slogan "what else but Shangri-La?" was the strategy used. It is very important for brand owners to express their soul and personality through advertising or other marketing and promotional actions. This can serve as a connection of the brand or product with its customers. Therefore, the brand will become popular quickly and remain competitive amidst a lot of competition. Creating a brand's reputation as a popular brand is a difficult task.
3. Uniqueness of brand association
A uniqueness of the product. It characterizes the product. For example, Singapore began its efforts in the 1970s, realizing that it had little power to boost the development of its tourism sector.

2.3   Purchase Intention

Intention is an individual component that refers to the desired behavior. This means that intention is also related to the possibility of realizing a promise or intention in. Purchase

intention is a consumer action to respond to an object that displays buyer expectations to buy mentioned by[13].

purchase intention is a person who appears after potential buyers know that the product meets their needs and wants. Buyers personally identify more with social media influencers and see them as role models. Naturally, this will lead to a desire to buy, or purchase intention, motivated by the messages and information described by social media influencers, especially in the case of real products.

Indicators of purchase intention, according to the journal[13]:
1. Awareness, the first time a customer gets a product because of awareness.
2. Interest, Customers feel interested in the product and dig deeper information.
3. Evalulation, evaluate and give consideration according to their needs.

3   Research Method

In this finding, the type of quantitative research is applied, which is a finding based on the size and study of the causal relationship of the variables used. The source of this data is primary data sources, which are obtained by questionnaires or questionnaires derived from the answers of generation consumers with an age range of 25-45 years on flimty products in Batam city. In this finding, the researcher applies a Likert scale. The Likert scale is applied as an instrument to measure the level of a person's views and attitudes of individuals or groups regarding events that occur in society. The assessment obtained from respondents regarding the influence of social media influencers and brand image on purchase intention is explained in the form of a Likert scale (1-4). The sample was selected by applying non-probability sampling techniques as sample determination. The sample was selected through purposive sampling. The knowledge and ability of the researcher for the population requires a sample selection process through consideration and objectives based on criteria or purposive sampling. Furthermore, in this study did not know how many people are in Batam, so use Hair formula to determine the number of population and will be proportionalized with slovin formula, Multistage random sampling is used in this study because the population studied has a complex structure or tends to be heterogeneous. In multilevel sampling, the population is then divided into several clusters after it is proportionalized again according to the existing cluster data. Hair who said the minimum sample size was 5-10 multiplied by the indicator variable, so the sample used in these findings:

Total Sample = Number of indicators x 10

In this finding, there are 9 indicators which are a combination of 3 variables, namely social media influencers, brand image and purchase intention, so according to Hair's formula calculation, the maximum number of samples that must be applied to this finding is the formula:

Total Sample = 9 x 10 = 90 Respondents

Then the sample required in this finding is 90 respondents. Researchers distribute questionnaires that can be done in a span of 10-15 minutes in a hybrid manner, namely online or digital questionnaires that will be distributed using google forms through the Instagram application with one of its features, namely Instagram Ads

Table 3.1 Proportionate Data

Location	Total Population	Percentage	Proportional
Belakang Padang	21.130	2%	2
Bulang	12.088	1%	1
Galang	19.551	2%	1
Sei Beduk	96.578	8%	7
Sagulung	214.772	17%	16
Nongsa	93.052	7%	7
Batam Kota	19.5775	16%	14
Sekupang	170.050	14%	12
Batu Aji	140.971	11%	10
Lubuk Baja	89.838	7%	7

Location	Total Population	Percentage	Proportional
Batu Ampar	61.894	5%	4
Bengkong	125.093	10%	9
Total	**1.240.792**	**100%**	**90**

4   Discussion and Results

4.1   Descriptive Analysis

Table 4.1 Decriptive Statistics Social Media Influencer

Variable	Indicator	Inquiry Item	Mean
Social Media Influencer (X1)	1. Attractiveness	1. I think that the influencers I follow on social media have a very strong appeal	3.63
		2. I think the influencers I follow on social media have the same likes, views and interests	3.54
		3. I like the behavior and attitude of the influencers I follow on social media	3.70
	2. Expertise	4. I think the influencers I follow on social media have a lot of knowledge about the products endorsed	3.68
		5. I think the influencer I follow on social media is an expert and experienced in the field of endorse	3.58
		6. I think the influencers I follow on social media have experience in using products endorsed	3.60
	3. Trustworthiness	7. I believe the influencers I follow on social media are honest with the information provided	3.71
		8. I think the influencers I follow on social media are sincere in providing information to their followers	3.53
		9. I think the influencers I follow on social media provide reliable information about the products endorsed	3.59
		10. I think influencers I follow on social media are reliable	3.61
Avarage of variable social media influencer			3.63

From Table 4.1, it can be seen that the item of the Social Media Influencer variable with the highest average is "I believe the influencer I follow on social media is an honest person with the information provided" at 3.71, so it can be concluded that respondents feel that the influencer is an honest person with the information he provides on social media.

Table 4.2 Decriptive Statistics Brand Image

Variable	Indicator	Inquiry Item	Mean
Brand Image (X2)	1. Strenghness	1. Product quality at flimty meets consumer needs	3.62
		2. Affordable prices on flimty products for Generation Y and Z	3.63
		3. Advertising for flimty products is attractive and easy to understand	3.70
		4. Flimty has innovation and technology that match the quality	3.62
		5. Flimty is a local Indonesian brand for fiber products and dietary supplements	3.69
	2. Uniqueness	6. Flimty has a variety of products and flavors for fiber and dietary supplements	3.62
		7. Flimty has a good taste of the product	3.67
		8. How to present flimty products that are very easy to serve	3.69
		9. Flimty product logos are easy to remember	3.64
		10. Unique flimty product design	3.62
		11. Packaging on flimty product packaging makes it	3.69

Variable	Indicator	Inquiry Item	Mean
		easy to store and carry everyday	
	3. Favorable	12. I think flimty products are suitable for use in consumers who have problems with weight	3.66
		13. Flimty products are easy and flexible to consume at home and outside the home	3.66
		14. I find the pronunciation of flimty products very easy	3.69
Avarage of variable brand image			3.66

From table 4.2 it can be seen that the item of brand image variable with the highest average is "flimty product advertising attractive and easy to understand" with 3.70 point, so it can be concluded that respondents agree or believe that an attractive advertisement can make it easer for us to remember a brand easily.

Table 4.3 Decriptive Statistics Purchase Intention

Variable	Indicator	Inquiry Item	Mean
Purchase Intention (Y)	1. Awareness	1. I think looking for information about the product to be purchased is important in determining the purchase intention	3.64
		2. I think the positive benefits contained in the product affect the purchase intention of a product	3.66
		3. I think recommendations from others on a product influence purchasing intention	3.63
	2. Interest	4. I think in the purchase of a product interest to buy the product becomes an important factor in determining the purchase intention	3.67
		5. In my opinion in the purchase of a product the desire to have the product becomes an important factor in determining consumer decisions	3.64
		6. In my opinion in the purchase of a product consideration to buy a product is an important factor in determining consumer decisions	3.63
	3. Evaluation	7. I think products that fit your needs are an important factor in purchase intention	3.71
		8. I think products that have benefits are an important factor in purchase intention	3.64
		9. I think the right product and according to our needs to be an important factor in purchase intention	3.66
Avarage of variable purchase intention			3.65

Based on table 4.3, it can be seen that the item with the highest average on the Purchase Intention variable is "I think products that suit your needs are an important factor in purchasing decisions" at 3.71, so it can be concluded that respondents think about important factors in purchasing intention, namely by buying products that suit their needs.

4.2   Validity Test

The validity test is a testing effort that needs to be applied in order to see the contents of a questionnaire, the purpose is carried out as a measurement of how precisely the instrument is applied. Researchers apply a testing step that must be carried out for the Pearson Product Moment technique through SPSS 20.0 for Windows, the criteria of which are:

1. If r count is negative or rcount < rtable then the statement is invalid.

2. If r count is positive or r count> rtable then the statement is valid.

The distribution of this questionnaire was distributed to 90 respondents. The rtable value through df = N-2 = 90-2 = 88 and sig. 0.05 and the score obtained is 0.2072.

Table 4.4 validity test results

Variable	Validity				
	Item	**r_{count}**	**r_{table}**	**Sig**	**Conclusion**
Purchase Intention	Y.1	0,653	0,2072	0,000	Valid
(Y)	Y..2	0,588	0,2072	0,000	Valid
	Y.3	0,585	0,2072	0,000	Valid
	Y.4	0,602	0,2072	0,000	Valid
	Y.5	0,653	0,2072	0,000	Valid
	Y.6	0,535	0,2072	0,000	Valid
	Y.7	0,608	0,2072	0,000	Valid
	Y.8	0,661	0,2072	0,000	Valid
	Y.9	0,552	0,2072	0,000	Valid
Social Media	X_1.1	0,675	0,2072	0,000	Valid
Influencer	X_1.2	0,684	0,2072	0,000	Valid
(X_1)	X_1.3	0,721	0,2072	0,000	Valid
	X_1.4	0,596	0,2072	0,000	Valid
	X_1.5	0,771	0,2072	0,000	Valid
	X_1.6	0,742	0,2072	0,000	Valid
	X_1.7	0,562	0,2072	0,000	Valid
	X_1.8	0,687	0,2072	0,000	Valid
	X_1.9	0,708	0,2072	0,000	Valid
	X_1.10	0,615	0,2072	0,000	Valid
Brand Image	X_2.1	0,563	0,2072	0,000	Valid
(X_2)	X_2.2	0,562	0,2072	0,000	Valid
	X_2.3	0,597	0,2072	0,000	Valid
	X_2.4	0,526	0,2072	0,000	Valid
	X_2.5	0,624	0,2072	0,000	Valid
	X_2.6	0,578	0,2072	0,000	Valid
	X_2.7	0,632	0,2072	0,000	Valid
	X_2.8	0,662	0,2072	0,000	Valid
	X_2.9	0,610	0,2072	0,000	Valid
	X_2.10	0,641	0,2072	0,000	Valid
	X_2.11	0,608	0,2072	0,000	Valid
	X_2.12	0,496	0,2072	0,000	Valid
	X_2.13	0,635	0,2072	0,000	Valid
	X_2.14	0,668	0,2072	0,000	Valid

According to the test results, it can be seen that each statement indicator applied is worth rcount > rtable through sig 0.05 of 0.2072. This explains that the statement indicators of each variable applied by researchers are considered valid as variable measurements.

4.3 Reliability test

The way to measure reliability is applied through the one shot method. Where the measurement is applied through another statement measuring the relationship between statement answers. A variable is considered reliable if Cronbach's Alpha> 0.60. The test results for each variable.

Table 4.5 Reliabilty test results

Variabel	Cronbach's Alpha	N Off Item	Parameter Reliabel	Keterangan
Purchase Intention (Y)	0,781	9	0,60	Reliabel
Social Media Influencer (X1)	0,869	10	0,60	Reliabel
Brand Iamge (X2)	0,863	14	0,60	Reliabel

In accordance with the results of this test, it can be seen that all variables have a Cronbach's Alpha score> 0.60. So in conclusion, all variables applied by researchers are reliable.

4.4 Normality tests

In this finding, a normality test can be performed through Kolmogorov Smirnov. If a variable is not normally distributed, then the test results may decrease. In this test, it can be applied through One Sampe Komogorov Smirnov, namely through the rule if the sig value. > 5% or

0.05 then the data is normally distributed. And if the value is < 5% or 0.05 then the data is not normally distributed.

Table 4.6 Normality test results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		90
Normal Parameters[a,b]	Mean	0E-7
	Std. Deviation	1.39504959
Most Extreme Differences	Absolute	.101
	Positive	.059
	Negative	-.101
Kolmogorov-Smirnov Z		.960
Asymp. Sig. (2-tailed)		.316
a. Test distribution is Normal.		
b. Calculated from data.		

In accordance with the existing analysis, Sig 0.316> 0.05 is obtained, so the data is normally distributed.

4.5   Multicollinearity Test

As the finding of the presence or absence of multicollinearity is adjusted to the tolerance value and VIF. The tolerance value provides a measurement of the variability of the selected independent variable and is not exposed to other variables. If the tolerance value is low and the VIF is large, because VIF = 1/tolerance, it explains the existence of good collinearity.

Table 4.7 Multicollinearity test results

Coefficients[a]				
Model			Collinearity Statistics	
			Tolerance	VIF
1	(Constant)			
	Social Media Influencer (X1)		.566	1.767
	Brand Image (X2)		.566	1.767
	a. Dependent Variable: Purchase Intention (Y)			

Based to the results obtained, the tolerance value X1 (0.566) and X2 (0.566)> from 0.100 and VIF X1 (1.767) and X2 (1.767) < from 10.00, so the conclusion is that there is no multicollinearity.

4.6   Heteroscedasticity Test

The test intends to test whether the regression model experiences variance inequality of its variables.

Table 4.8 Heteroscedasticity test results
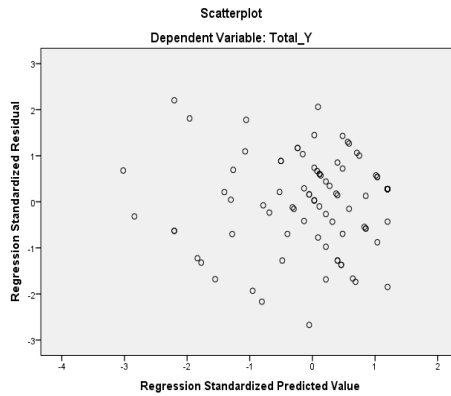
According to the graph analysis, it explains that there is no appropriate pattern, for example, the points are distributed below and above the number 0 on the Y axis, so there is no heteroscedasticity.

4.7 Determination Coefficient Test

This test explains the percentage of independent variables applied to the model can explain the variation in the dependent variable.

Table 4.9 Determination coefficient test results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.852[a]	.725	.719	1.411
a. Predictors: (Constant), Brand Image (X2), Social Media Influencer (X1)				

From the results of the data analysis above, the percentage of variation in variable Y explained from variables X1 and X2 is 72.5%, while the remaining 27.5% is explained by other variables outside the regression model.

4.8 Multiple Linear Regression Test

This is an investigation which intends to prove whether or not there is an effect of the independent variable on the dependent variable.
The following is the form of modeling applied in this study:
$Y = a + b1X1 + b2X2 + ... + baXa$
Description:
Y   = Expenditure
A   = Constant (Fixed Value)
b1.b2   = Regression coefficients (Estimated Value)
X1   = Social Media Influencer
X2   = Brand Image

Table 4.10 Multiple Linear Regression test results

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.735	1.866		2.537	.013
	Total_X1	.185	.053	.260	3.475	.001
	Total_X2	.419	.048	.658	8.813	.000
a. Dependent Variable: Purchase Intention (Y)						

a. The constant of 4.735 explains that if X1 and X2 have a value of 0, then the value of Y remains at 4.735.

b. Based on the variable X1 social media influencer, the regression test results explain that X1 has a positive regression coefficient worth b = 0.185, where if there is an increase in the X1 variable score of 1 point, there is an increase in variable Y of 0.185.

c. Based on the X2 brand image variable, the regression test results explain that X2 has a positive regression coefficient through a score of b = 0.419 where if there is an increase in the X2 variable of 1 point, there can also be an increase in the Y variable of 0.419.

4.9   F Test (Simultan)

The F test explains whether the independent variables can simultaneously have a significant effect on the dependent variable.

H3 = Assumed Social Media Influencers and Brand Image have a positive and significant effect on Purchase Intention of Flimty products.

Table 4.11 F test (simultan) results

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	457.680	2	228.840	114.943	.000[b]
	Residual	173.209	87	1.991		
	Total	630.889	89			

The F test explains whether all independent variables included in the model can simultaneously influence the dependent variable. The testing efforts made are:

Ftable can be seen in $\alpha = 0.05$

Numerator degree: k - 1 = 2 - 1 = 1

Denominator degree n - k - 1 = 90 - 2 - 1 = 87

Ftable 0.05 = 3.951

Based on the results of the analysis of the table above, the value of Fhitung (114.943)> Ftabel (3.951) and sig (0.000) <0.05. then the conclusion is that there is a positive and significant effect of variables X1 and X2 together on Y so that H3 is accepted and H0 is rejected. This gets support from the findings (Liang et al., 2024), (Pratama & Iriani, 2023) and (Wibowo et al., 2023).

4.10   T Test (Partial)

T test or Partial test is to see the effect of each varable has a significant impact on the dependent variable.

H1 = Alleged Social Media Influencer has a positive and significant effect on Purchase intention of Flimty products

H2 = Alleged Brand Image has a positive and significant effect on Purchase Intention of Flimty products

Table 4.12 T test (partial) results

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.735	1.866		2.537	.013
	Total_X1	.185	.053	.260	3.475	.001
	Total_X2	.419	.048	.658	8.813	.000
a. Dependent Variable: Purchase Intention (Y)						

The t test is applied in testing each variable whether it is significantly related to the independent variable with the dependent.

t table is obtained through df = n - k

n = number of samples (90)

k = number of variables applied (2)

df = degree of freedom n - k = 90 - 2 = 88

ttabel = $\alpha/2 = 0.05/2 = 0.025$ (88) = 1.987

a. Based on the analysis results from the table above, it is obtained that tcount (3.475)> ttable (1.987) and sig (0.001) <0.05, so the conclusion is that Social Media Influencers have a positive and significant effect on Purchase intention of Flimty products. So that H1 is accepted and H0 is rejected.

b. from the results of the analysis from the table, it is obtained that the tcount (8.813.) > ttable (1.987) and sig (0.000) <0.05, so the conclusion is that Brand Image has a positive and significant effect on the purchase intention of Flimty products. So that H2 is accepted and H0 is rejected, this has the support of previous findings studied by (Putri & Tiarawati, 2021), (Gading & Nusraningrum, 2021), and (Aprilianti & Riorini, 2023).

5 Conclusion

Based on the research that has been conducted and the discussion that has been described about "the influence of Social Media influencers and Brand Image on the Purchase Intention of Flimty products", the researchers concluded that the findings made in the simultaneous test or F test explain the independent variables X1 and X2 with simultaneous positive and significant influence on the dependent variable Purchase Intention (Y) on Flimty products., 2024), (Pratama & Iriani, 2023) and (Wibowo et al., 2023) In conclusion, Social Media influencers positively and significantly affect the Purchase intention of Flimty products and Brand Image positively and significantly affect the Purchase intention of Flimty products, this is supported by previous findings from (Putri & Tiarawati, 2021), (Gading & Nusraningrum, 2021), and (Aprilianti & Riorini, 2023)

6 Advice

From the results of this study, several suggestions were obtained, the following are suggestions given, social media influencers show an influence on purchase intention. This means that an influencer has a role to explain a brand that is offered. The number of social media influencers on social media requires business owners to choose influencers with high credibility, especially from sincerity and honesty factors. In addition, doing research is also important to choose the right influencers by looking at the ontent, concept and target audience that matches the product. This is necessary so that the influence's followers can feel the relevance between the influencer and the product so that the relationship and connection built can be conveyed well by the influencer. As for the advice applied by subsequent researches.

Future research in order to provide additional variables that are compatible and provide better results and can research with different research objects.

7   References

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